

Get on the Bus

Bringing organized physical activities outstate

-Mary Anderson, Anderson Race Management



ANDERSON
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2012 U.S. Running Snapshot

- **By the numbers:**
 - **U.S. Running events in 2012: 26,370**
 - **# of finishers increased 80% since 2000**
 - **Females: 8.6 million finishers nationwide in 2012**
 - **Half-marathon annual increase of 14.9% finishers with 60% female participation; 12% of all finishers in events**
 - **5K #1 position of all races in 2012 w/ 6.2 million finishers**
 - **2 million participants in adventure runs in 2012**



Second Running Boom



Second Running Boom



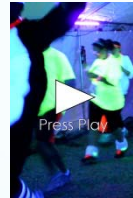
Improved race management



Women's growth



Registration technology, social media, websites



Mud runs, obstacle courses, color runs, etc.



Explore MN Series



- **The 2012-2013 Explore Minnesota Challenge**
 - 2 Year series
 - Connected with 40 races around Minnesota
 - Connected with existing events
 - 400+ participants
 - Economic impact
 - Comments:
 - People asked for increased distances in different towns, were excited to also be connected as an MDRA member, people loved the medal, their families ran together, signed up for a Duluth event (their 8th event in the series), wanted more Northern events, people commented about starting to make new friends at the series, loved the Madelia race, Cloquet, new MN resident got the chance to explore the state and get “bling”, loved running along the parade route with fans cheering, making a weekend out of a race up north, liked having other things to do over the weekend...

Madelia River Run



- **Started as a Memorial Run in 1996 with 70 participants**
- **Revived in 2012 as a Community Event**
- **Currently more than 200 participants**
- **Growing community support**
 - **Training programs**
 - **Employee reimbursement**
 - **Community recognition**
- **Potential additions of swim, bike, tri –other sporting events**



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